



# Investor Presentation

November 2017

**Gary Greenbaum**  
CEO and co-founder

**Rahul Agarwal**  
CTO and co-founder

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Syntonic Limited (SYT.ASX)  
ABN 68 123 867 765



## Corporate Details

ASX Stock Code	<b>SYT</b>
Issued Ordinary Shares	<b>2,355,643,546</b>
Market capitalization (23-Nov-2017, undiluted)	<b>A\$61.2 MILLION</b>

## Mission Statement

Syntonic offers mobile consumers sponsored and unlimited-data subscription access to their favourite apps and content, and provides a compelling new way for content providers, sponsors, and operators to acquire, engage, and monetise customers.

## Major Shareholders (23 November 2017)

Gary Greenbaum	<b>19.92%</b>
Rahul Agarwal	<b>19.92%</b>
BNP Paribas Noms	<b>1.94%</b>
Sunset Capital Mgmt	<b>1.78%</b>
Mr Gavin J. Dunhill	<b>1.74%</b>
Citicorp Noms	<b>1.70%</b>
Arredo Pty Ltd	<b>1.70%</b>
<b>Total Top 20:</b>	<b>58.49%</b>



## **First Mover Advantage**

Commercially deployed  
and generating revenue



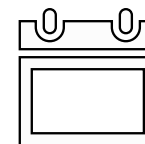
## **Vast Addressable Market**

6.1B smartphone users  
by 2020



## **Credible Partnerships with Global Reach**

Capturing market  
opportunity with market  
leaders such as  
Verizon Wireless and  
Tata Communications



## **Revenue Generating & Available Today**

Broad distribution  
throughout the world:

- U.S.
- Southeast Asia
- India
- Latin America

# The Syntonic Executive Team



**Gary S. Greenbaum, Ph.D.**

Co-Founder, CEO

15 years of mobile leadership at Microsoft, Hutchison Whampoa, and RealNetworks

Developed RealVideo, the first global streaming video codec

8 granted patents

Doctorate in High Energy Particle Physics from University of California



**Rahul Agarwal**

Co-Founder, CTO

A recognised expert in architecting and developing large-scale mobile client-server solutions

Founder of Adroit Business Solutions, media solution enabler to the Fortune 100

Master of Computer Science graduate with multiple granted and pending patents



**Ben Rotholtz**

Chief Marketing Officer

Marketing team leader with more than 20 years of experience in consumer and enterprise software

Launched and sustained over 100 commercial products and services

Former VP Marketing, PopCap

Leadership roles at Electronic Arts, Rhapsody, Adobe and RealNetworks

# Board of Directors



**Steve Elfman**

Non-Executive Chairman  
Former President of Sprint  
and Executive Managing  
Partner at Tap Growth  
Group



**Gary Greenbaum**

Managing Director  
Co-Founder  
and CEO



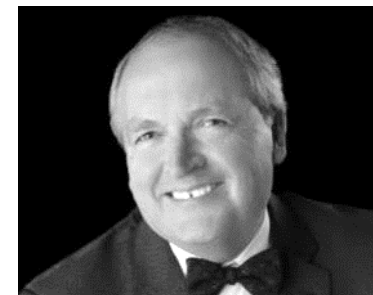
**Rahul Agarwal**

Executive Director  
Co-Founder,  
President and CTO



**Chris Gabriel**

Non-Executive Director  
Former CEO of Zain Africa  
and Top-100 Global Telco  
Influencer



**Nigel Hennessy**

Non-Executive Director  
Recognised leader in  
technology  
commercialisation with  
executive and director roles

## Advisory

**Kevin Packerham**

Former Chief Product Officer at Samsung Telecommunications America

**John Landau**

Former SVP at Tata Communications

**Rudy Gadre**

Former VP & General Counsel at Facebook

**Bill Richter**

Former President at EMC/Isilon Storage Division



Enabling mobile value-add content services:  
Sponsored data and unlimited-data content  
plans

*"50% of mobile subscribers would pay 10%  
more for unlimited access without throttled  
speeds or hidden costs, for only the apps  
they value most"*

*Matrixx infographic 2017*





# Transforming the mobile experience: Freeway Content Services

Freeway is the first cross-carrier solution offering data-hungry consumers sponsored and paid access to mobile apps and content.

## Content Services:

Ad Supported

Data-free Promotions

Pay-per-view / On-Demand

Over-the-top (OTT)

Subscriptions ('content plans')

## Targeting:

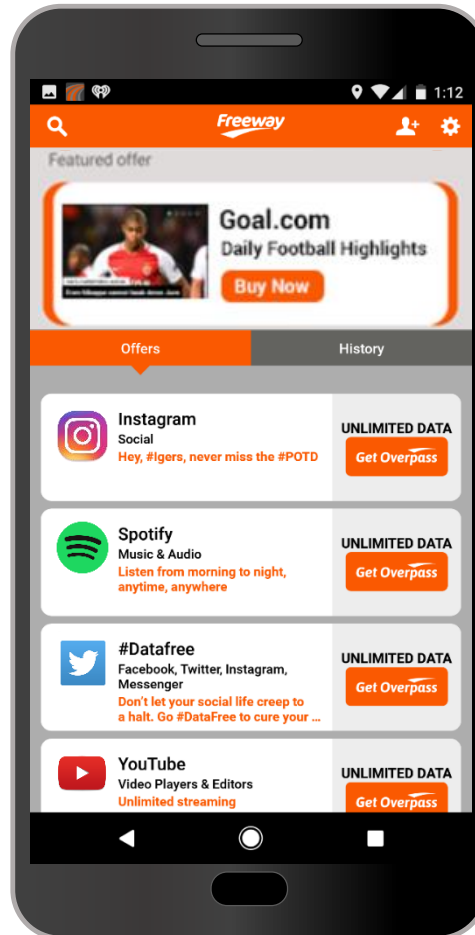
Games

Social Media

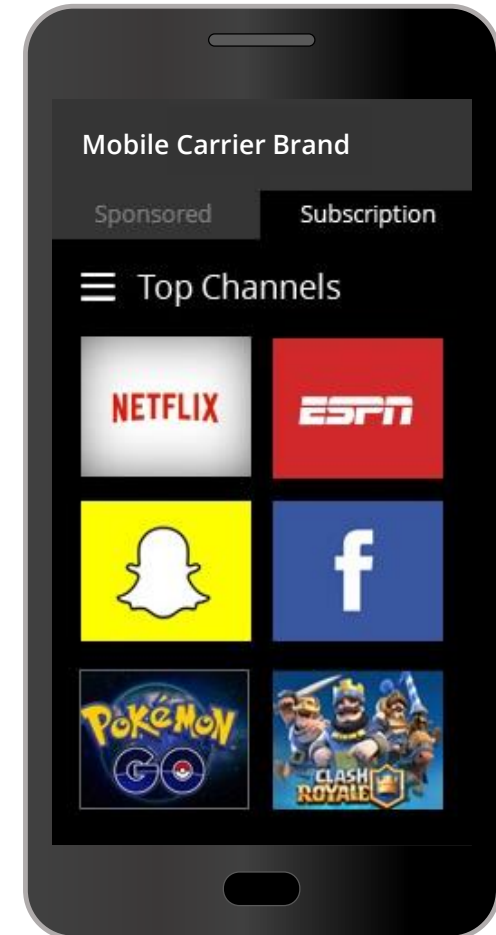
AR/VR

and other apps

## Freeway Customer Experience (Cross-Carrier)

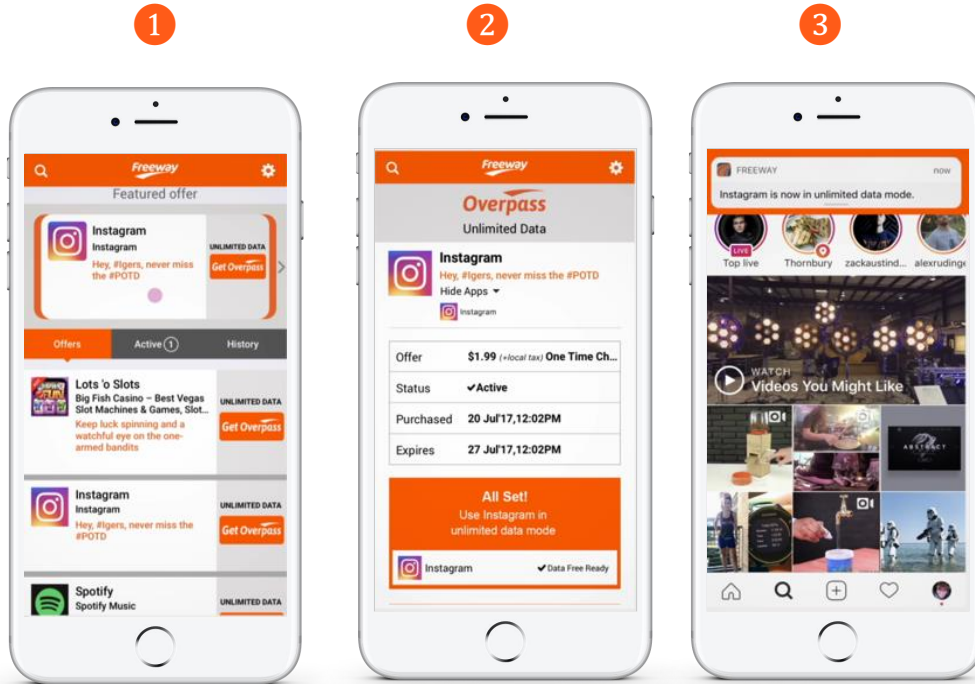


## Mobile Operator Branded Experience (powered by Freeway)





# Freeway in Market Today



- First cross-carrier, paid and sponsored, unlimited data content service
- Available to 140+ million U.S. subscribers
- Deployed in Mexico, Indonesia, India, and Malaysia
- Imminent expansion in other geographies including Asia Pacific, Central Europe, and Africa

## Apps supporting the Freeway SDK™, example:



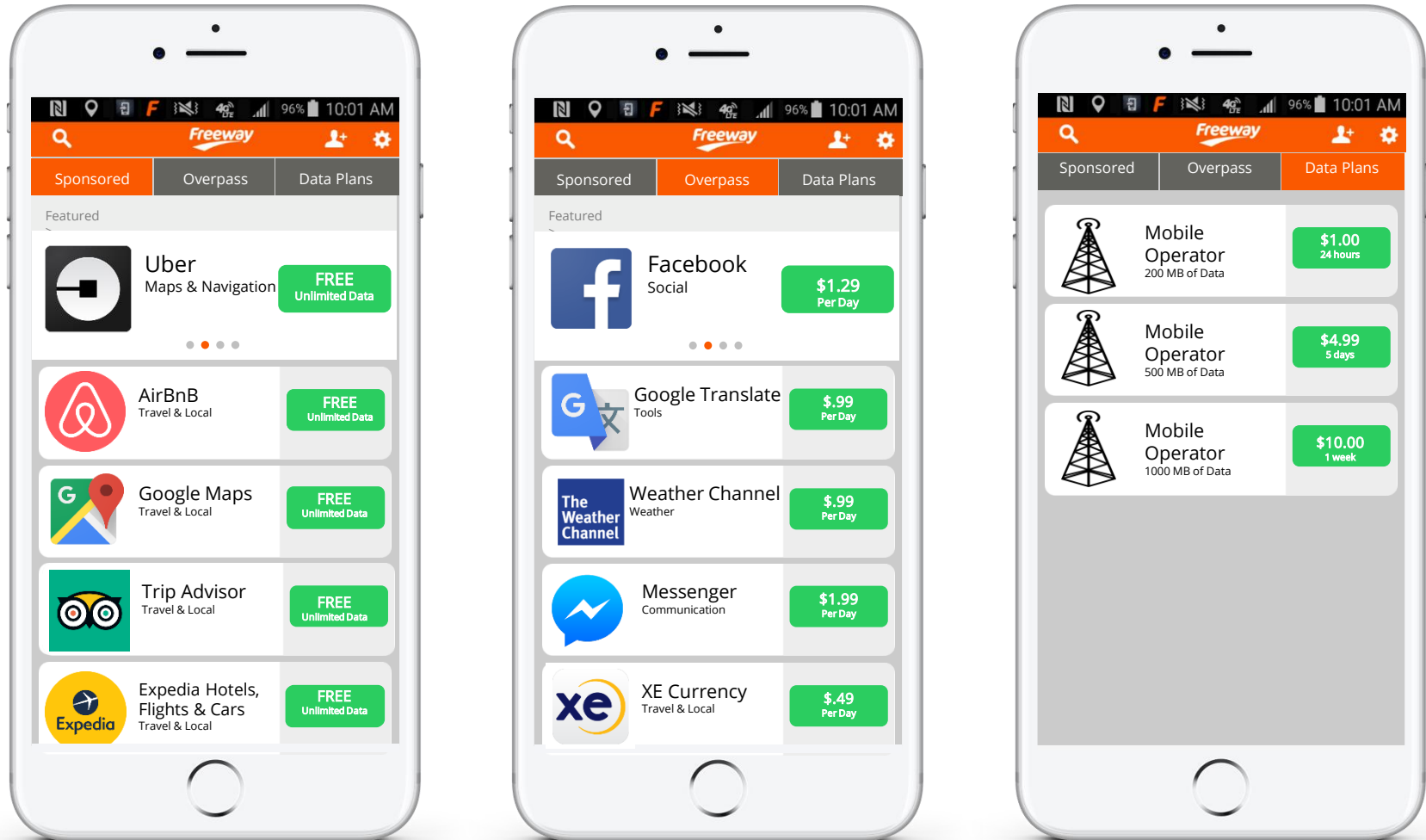
## Large-Scale Deployment of Freeway Services

- Freeway available on 21.6 million smartphones (Oct, 2017)
- Pre-installed on 5 Android devices, expanding to 12 by end of 2017

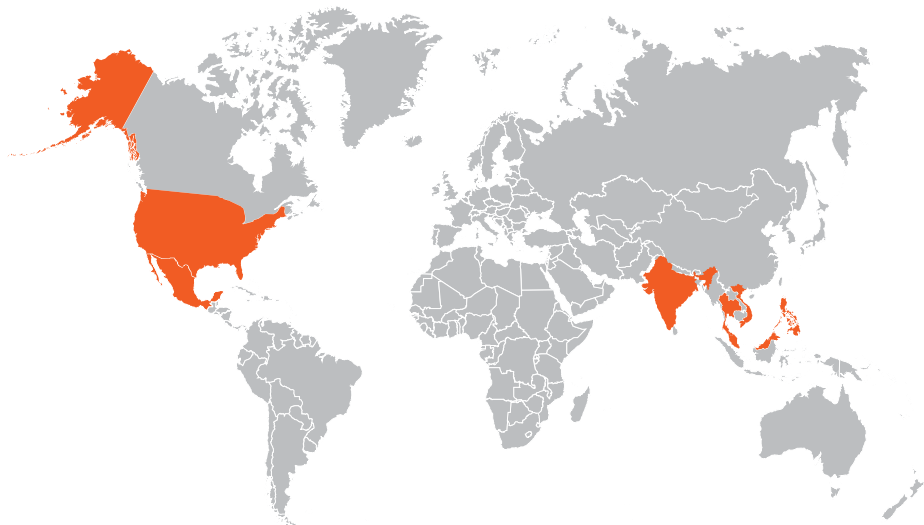


# Upcoming Product: Freeway for International Travelers

Sponsored Access, Content Subscriptions, and Data Plans

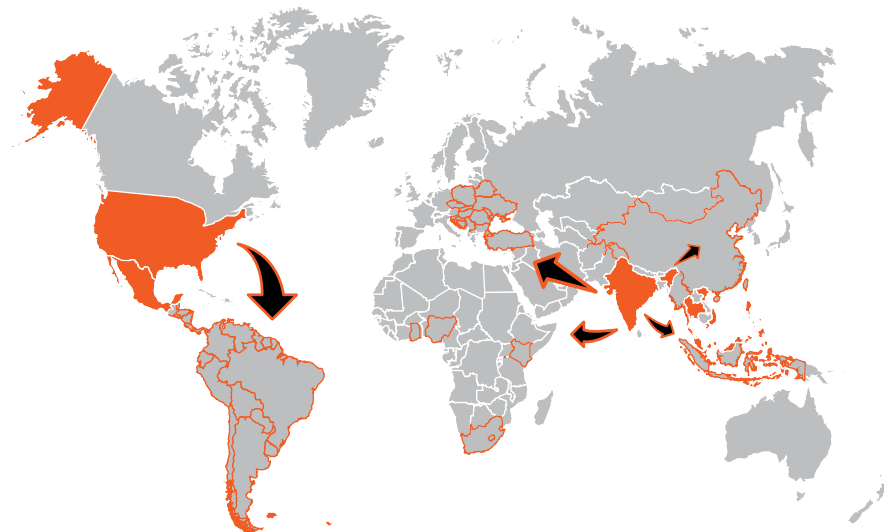


## Freeway Markets 2017



Deployed today in the U.S., India, Indonesia, Malaysia, and Mexico with installed base over 21 million

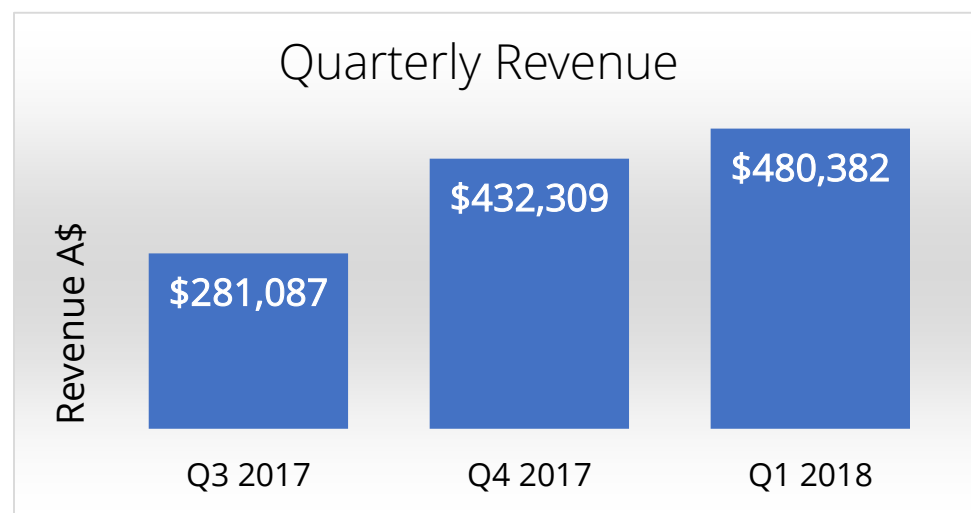
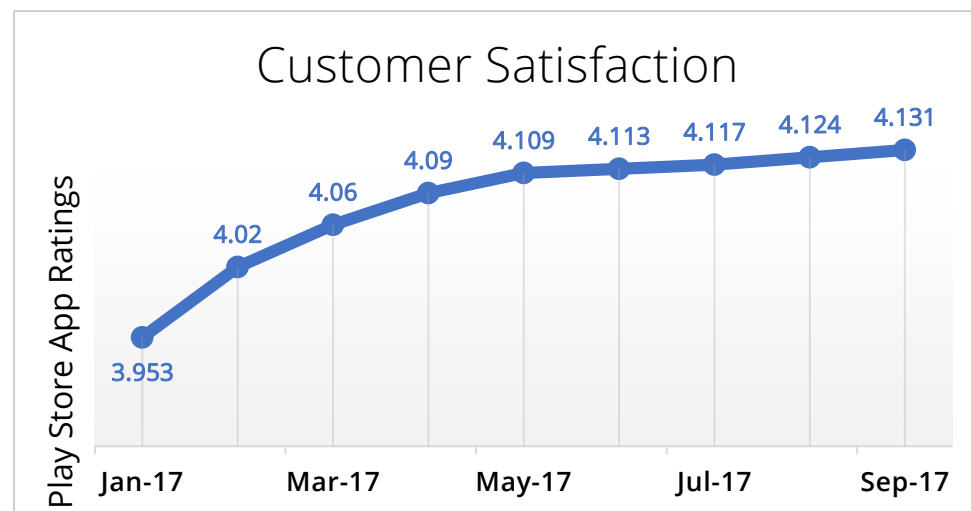
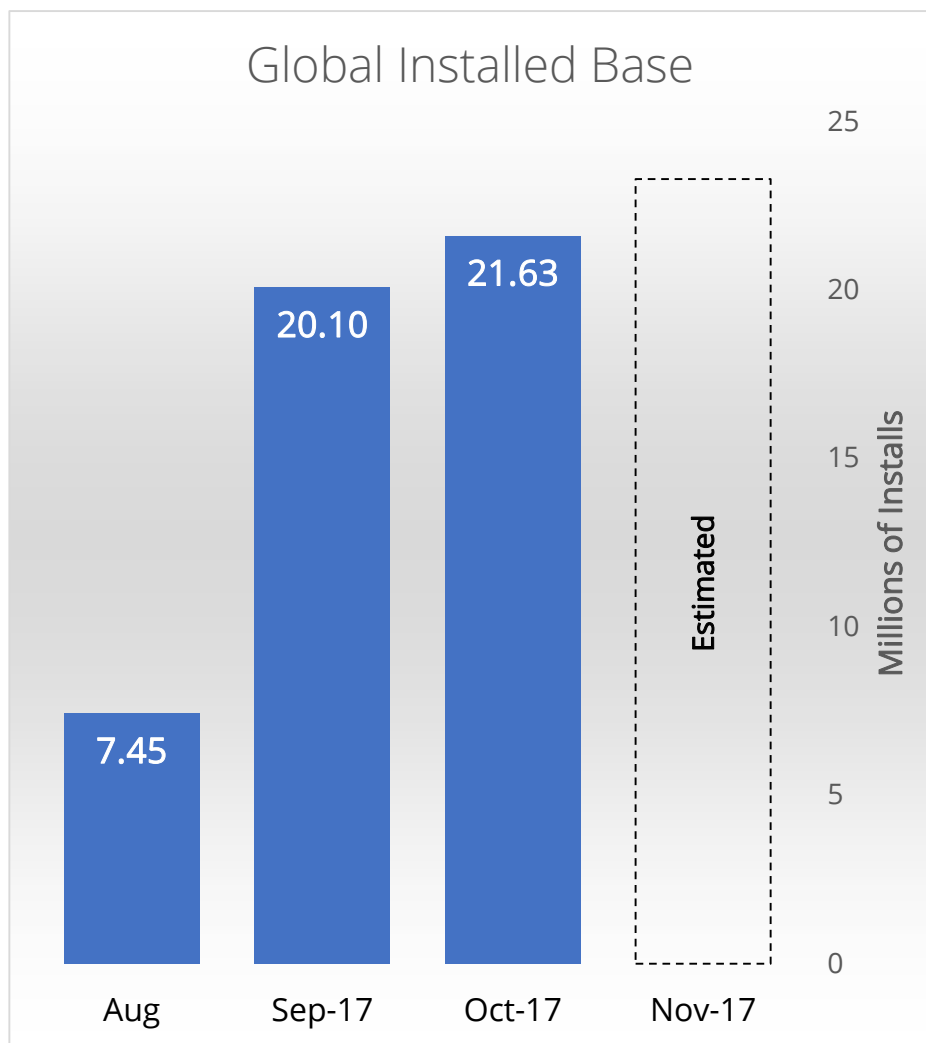
## Freeway Markets 2018



Announced plans for Freeway deployment in China, Turkey, Vietnam and Sub-Saharan Africa, with more in pipeline to achieve 25% quarter-on-quarter installed base growth

# Delivering strong and scalable growth

Three straight quarters of increasing installed base, revenue, and customer satisfaction

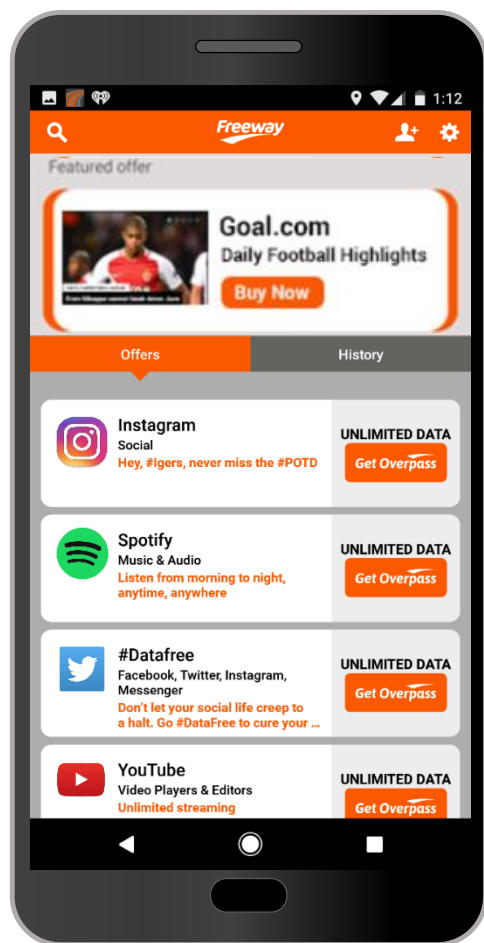




# Freeway revenue models: sponsored and paid subscription

An established path to commercialisation at scale, enabled by significant growth in Syntonic's installed base

## Freeway Experience (Cross-Carrier)



### Service



Cross-carrier content subscription service, providing consumers unlimited content-plans for a specific duration

### Cost of Revenue

Premium  
Content Providers

(rev share)

Mobile  
Operators  
(wholesale data  
US\$.50 – \$10/GB OR  
carrier rev share)

### Revenue Source

Consumer Subscriptions

(US\$1-\$15/month)



Cross-carrier consumer service providing sponsored access to specific mobile content paid for by content providers and brands

Mobile  
Operators

(wholesale data  
US\$.50 – \$10/GB OR  
carrier rev share)

App Publishers & Brands

(acquisition & engagement  
performance marketing:  
revenue per install and action)



# Freeway revenue model from mobile operators

**Mobile Operator  
Branded Experience**  
(powered by Freeway)



Syntonic helps operators to build network value with new ways to monetise consumers, grow ARPUs, deepen consumer relationships and increase loyalty.

## Recurring Fees

### Device Royalties

Volume pricing based on active units/month

### Maintenance Support

Fixed percentage of monthly invoiced fees and royalties

### Hosting Fees

Optional hosting across Syntonic's global network of data centers



# Content

## Recent Offers



## Premium Content Partners





## Case Study



**It's easier to acquire, engage, and monetise a connected consumer**

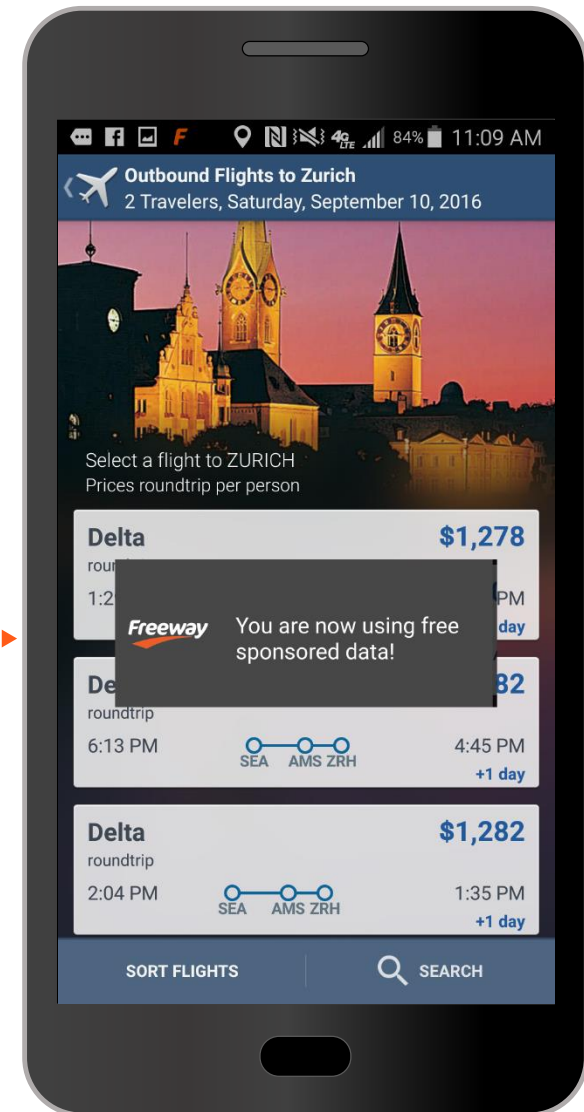
Freeway by Syntonic empowered Expedia to provide its consumers with frictionless worldwide travel services.

*"David Doctorow, Expedia's senior vice president of global marketing, said paying for data helps the site connect with its users, particularly when they are traveling and more likely to be sensitive about data usage."*

— Wall Street Journal

Freeway Status Icon

Freeway Notification



## SYNTONIC DataFlex

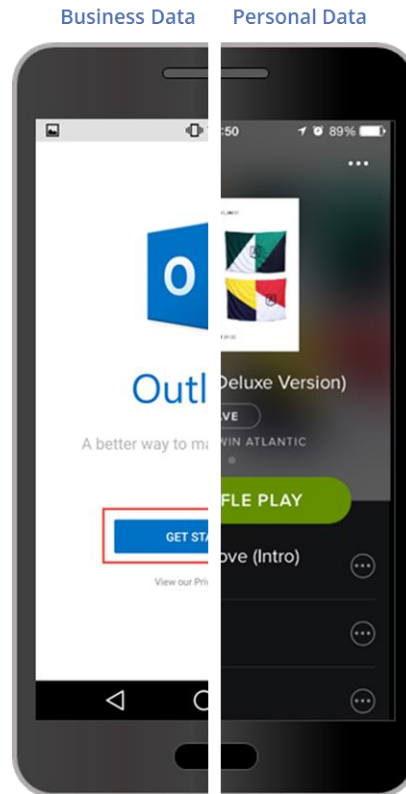
### Split Mobile Billing

Cost-effective solution for enterprises deploying “bring-your-down-device” (BYOD) for mobile employees

**50%+ reduction**  
of corporate mobile costs

**10%+ enhancement**  
of workforce productivity

**Enhanced corporate security**  
with employee usage analytics



## CSP Connected Services Platform

### Data Mining

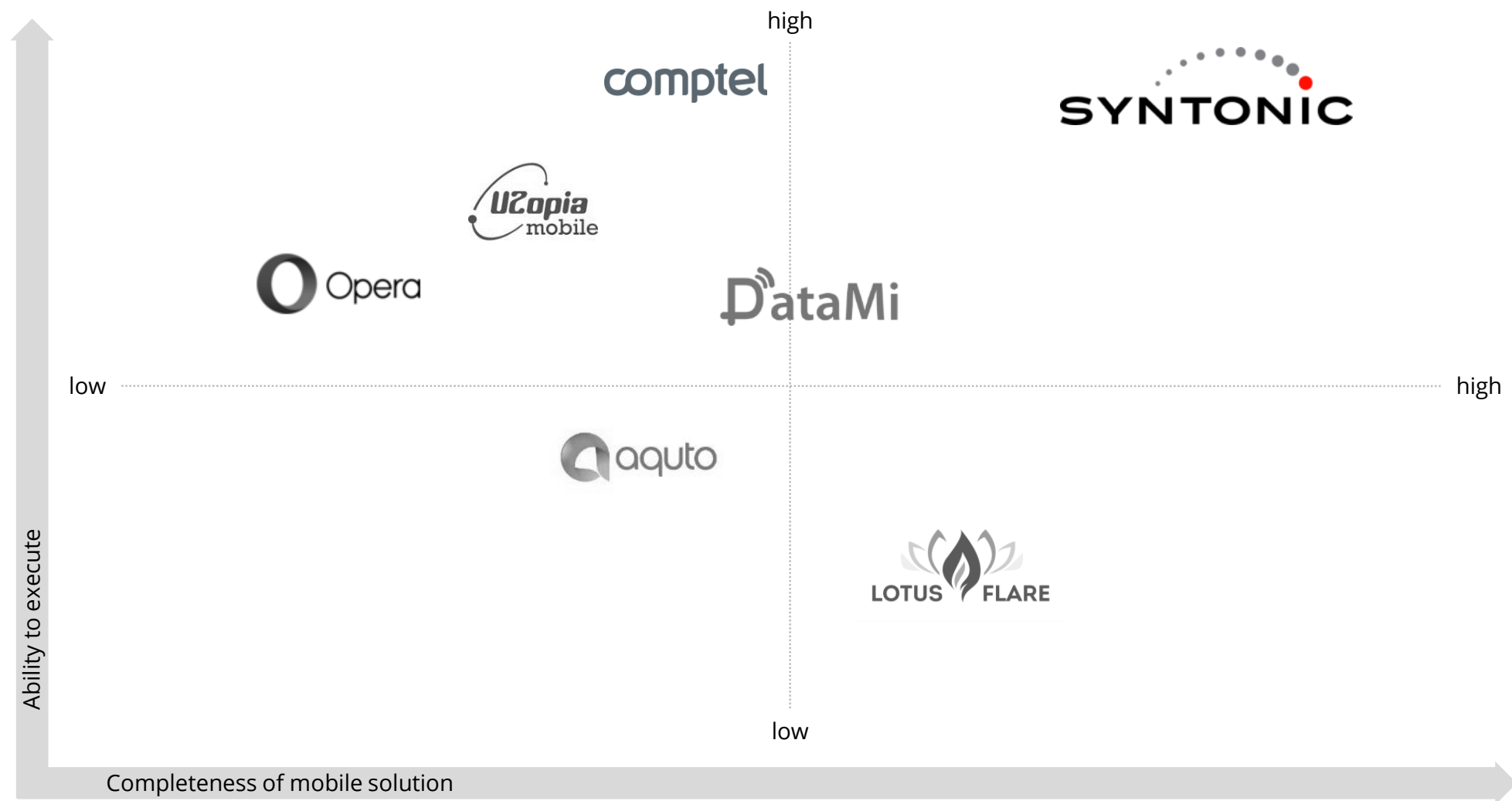
app level usage analytics for enhancing ad targeting and predictive risk assessment

### Granular Policy and Charging

Parental controls, per-stream Quality-of-Service, off-peak pricing, content geo-fencing

**Tapping into the US\$3.49b market** for data mining and collection.

Source: Zion Market Research, Jan 2017.





- Major expansion in Syntonic's installed base through growth in Africa, Asia Pacific, Latin America, Central Europe and beyond
- Deployment of the Freeway International Traveler app in popular tourist destination markets

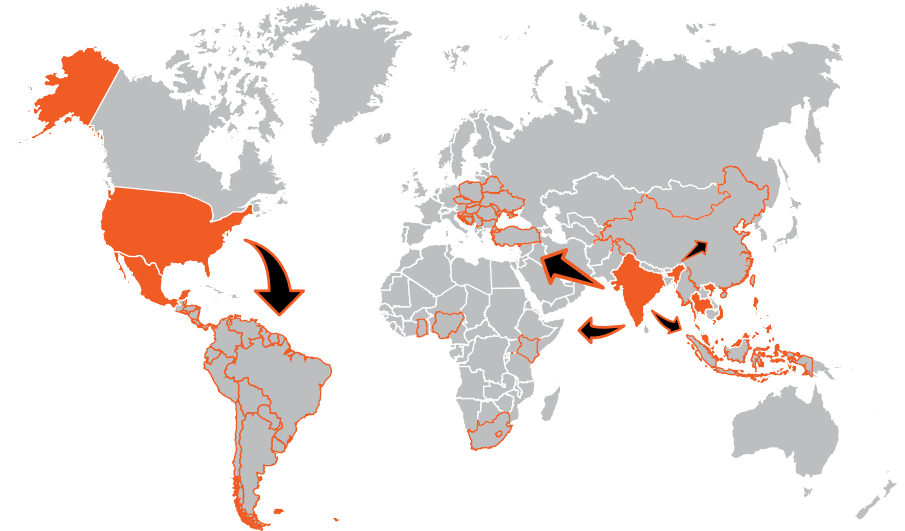


- On-going platform and client enhancements based upon Freeway updates
- Commercial deployments and re-seller relationships



- Continued licensing to mobile carriers worldwide
- Exploration of new vertical business opportunities

## Freeway 2018 Market Expansion



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